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1. **Marketing Communication.**

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| **Method of Marketing Communication** | **Tool of Marketing Communication** | **Example No.** |
| Advertising | Outdoor | 1 |
| Advertising | Broadcast | 6 |
| Sales Promotion | Prize promotions | 4 |
| Public Relations | Special Events | 2 |
| Institutional Materials | Manuals | 3 |
| Corporate Design | Interior decor | 5 |

1. **Sketch of How the End User Currently Solves Their Problem (or Doesn’t)?/ Sketch of How End User Will Use Your Product?.**

